



Global Leader in EDA Software Solutions

Operationalizing Strategy

HIGHLIGHTS

- **Industry**

Electronic design automation, the key enabler of fast-cycle development and production of leading-edge computer chips and related components

- **Business Opportunity**

"Operationalize strategy" by effectively linking product decisions to company strategy and accelerating M&A integration

- **Solution**

Accept360 provides a single system of record with visibility and control over entire product requirements process

- **Results & Benefits**

Improved requirements prioritization through improved visibility, reduced R&D waste, and achieved alignment and synchronization of geographically dispersed product and engineering teams through adoption of Accept360 consistent processes

Customer

This Accept360 customer is a global leader in electronic design automation (EDA) technologies and engineering services that design, verify, and integrate advanced semiconductors and systems for manufacturing. These products, in turn, form the foundation of consumer electronics, networking and telecommunications equipment, and computer systems.

Business Opportunity

In an increasingly precise world, almost nothing requires as much precision as computer chips and related electronic components... except the processes, products and solutions that **create** those chips and components. This company is a global leader in those precision processes and solutions that enable those products. Nowhere in business is the phrase "doing the right things and doing them right" more important than in this field. Mistakes in chip fabrication are not only costly but could be catastrophic for the manufacturer and end users. So it's understandable that this global leader is laser focused on having best practice processes to control its work accurately and consistently.

These processes must not only work well, they must work fast, faster than ever in fact, given the continuously compressing lifecycle of chips. Time to market is a prime goal of this company's customers, chip manufacturers.

To strengthen its leadership position and respond to its customers' needs, this leader has expanded its global position by acquiring companies in several countries and has moved from selling a set of products to delivering a robust, open platform solution. At the same time, it was merging product groups in Israel and California, USA with its India operations.

“You can’t operationalize strategy without a solution like Accept360.”

It was clear that the disparate processes in different geographic locations and business units did not deliver the visibility and control needed, and coordinating efforts consumed precious development time. As the company’s solutions got larger and more complex, the problem exacerbated.

More ominously, this same lack of overarching visibility extended to customer needs. How could the company gain the precise insights required to give customers the highest value results?

Solution

At the heart of the company’s development process is requirements management. Since it is critical that electronic design automation work as designed, it is very important that management know that they have all the correct requirements and understand where they are in the process: Have they been reviewed by the appropriate group, is that group committed to rolling out the functionality, and so on.

The primary challenge of the moment was automating the requirements function to gain reliable visibility and control. At the time, the company was using homebuilt tools to try to coordinate efforts and track customer needs and product requirements. Recognizing that this was not a long-term solution, especially when needing to integrate its acquisitions, the company evaluated outside options and chose Accept360 Requirements for one of its divisions (over IBM Rational) in 2006.

Focused initially on one division of the company, the adoption of Accept360 Requirements is now spreading across the company, now managing more than 2,000 requirements. “We’ve taken this idea from one division and now it is now corporate strategy,” says a vice president of operations. “Accept360 Requirements is a sophisticated, leading edge tool.”

Results & Benefits

With Accept360 Requirements, the company has much better visibility into product requirements and has significantly improved its ability to prioritize them. Accept360 Requirements provides the company with a “single source of truth” for customer requirements, clarifying what was previously a cloudy picture.

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“With Accept360, we now have a single view into all aspects of product creation, and are driving requirements across the product line in support of our company strategy.”

Critically for a global leader making multiple acquisitions, Accept also provided the company with a common way of doing business – a new way, one that didn’t represent the imposition of legacy processes on recently arrived teams. This was especially important because engineering at the company had inconsistent processes across different groups that impeded innovation. While some in product engineering initially took a skeptical view of Accept360 Requirements because of their comfort level with their group’s pre-existing processes, they now embrace it as the single system of record for managing product requirements.

“Managing requirements across a diverse set of applications, developed both in house and acquired, each with a slightly different development model, has been challenging,” says the vice president of operations.

“With Accept360, we now have a single view into all aspects of product creation, and are driving requirements across the product line in support of our company strategy.”

A key result of this is a reduction in wasted R&D effort. Accept360 keeps dispersed teams across the globe in sync and provides early warnings when project teams are not committed. The result: Solutions don’t sit three-quarters completed (and thus unmarketable) because no one knew that the team working on the other one-quarter couldn’t finish their work within the allotted time.

Accept360 has enabled faster, more confident decision-making on customer requirements at the company by providing real-time analytics and clear and consistent visibility across all groups involved in the product innovation lifecycle. This enables integrated collaboration and communication among what were once disparate and siloed organizations.

For a company gaining market share – and strength – through mergers and acquisitions, that’s a powerful solution.



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About Accept Corporation Accept Corporation delivers The Product Innovation Management solution that technology-driven companies use to decide which products to bring to market for the fastest time-to-profit. The Accept360 Suite is the only complete end-to-end software solution that tightly links company and product strategy through ideation, portfolio planning, roadmaps, requirements and execution. For more information, visit www.accept360.com or call us at +1.866.423.8376

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